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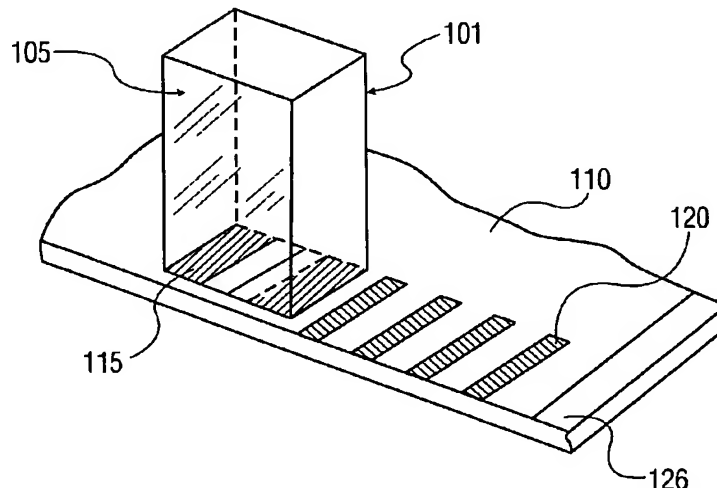
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[Continued on next page]

(54) Title: DYNAMICALLY ILLUMINATED PRODUCT DISPLAY SYSTEM APPARATUS AND METHOD



(57) Abstract: A dynamically illuminated product display device, system, and method includes a shelf (110) having a series of electrical contacts (120) arranged on an upper surface thereon, the shelf being adapted for connection with a power source. A package (101) covers at least a portion of a product, the package having an electroluminescent material (105) arranged on at least a portion of an exterior surface and electrical contacts (115) arranged on a portion of a bottom surface and in electrical connection with the electroluminescent material (105), so that when the package is arranged on the shelf, the electrical contacts (115) on the bottom surface of the package (101) are facing the electrical contacts (120) arranged on the shelf (110). The product package can display a backlight, an image such as a product logo, or part or a whole message to enhance the possibility of consumer selection.



FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Declarations under Rule 4.17:**

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA,

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- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations

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